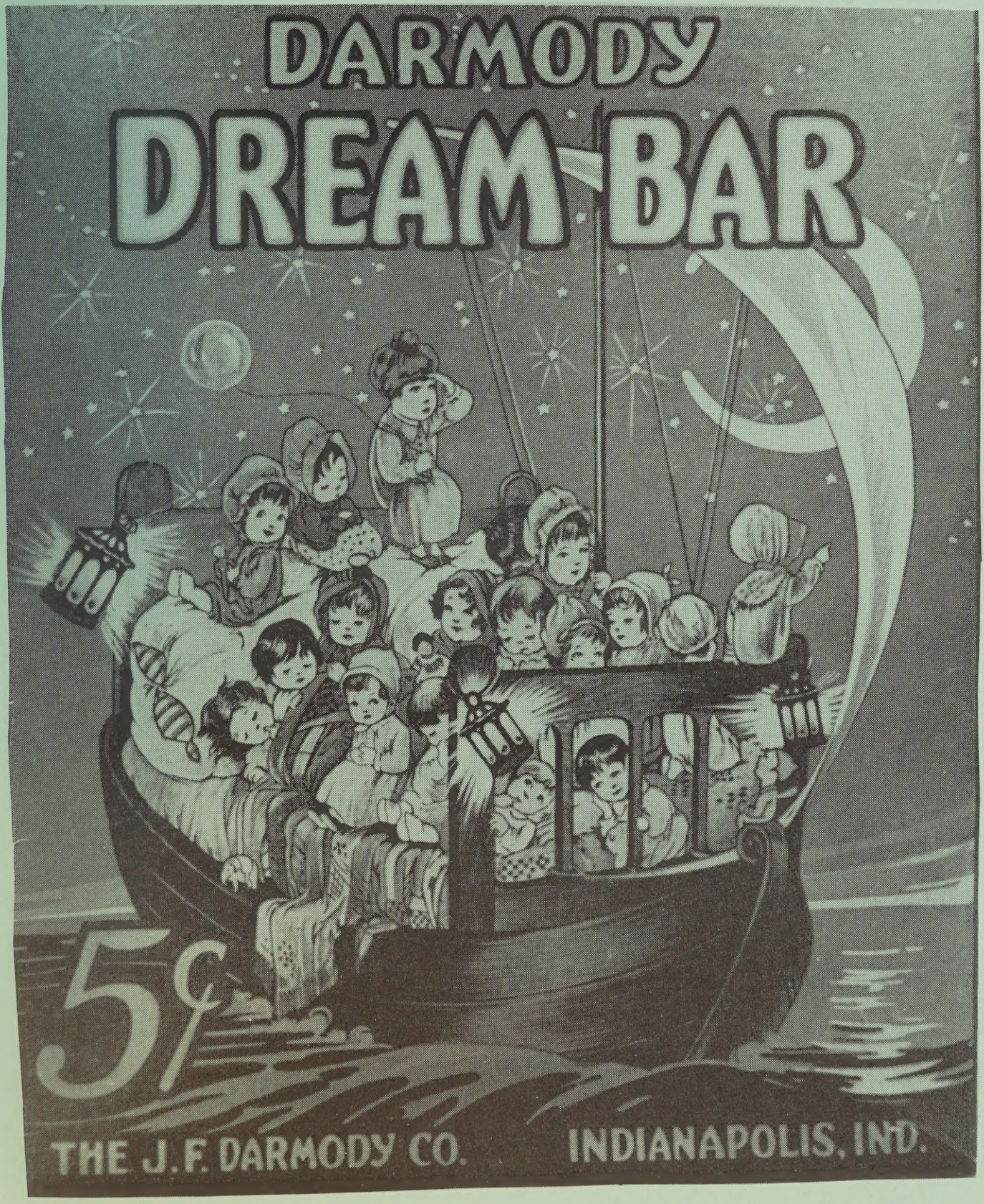
Candy Bar Gazebo

Issue 19, Summer, 1988

A Treat To Read



THE J.F.DARMODY COMPANY

The J.F.Darmody Company, confectioners, was organized in 1896 in Indianapolis, Indiana. The company was around until just before the beginning of World War II.

As many as 500 people were employed by the company when it was in its heyday making candy bars and other confections. Chocolate and peanut products were also produced. All equipment was auctioned off in 1941, and in 1946 the factory building was sold, bringing this confectionery business to a sad end.

One of the better selling candy bars produced by Darmody was the Dream Bar, a 5¢ seller. The cover of the Dream Bar box held an elaborate lithographed drawing of a sailboat filled with children. The box cover was in full color and very attractive.

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ON NAMING PRODUCTS

As reported recently in The New York Times, the choosing of a name for a product can be an expensive proposition. There are special agencies that do nothing more than come up with names through all kinds of research. Charges of up to $30,000 - $60,000 are being charged for filling this gap in the marketplace. The right name for a product is real important to the manufacturer who is about to put millions of dollars into advertising the new product.

In the candy business the procedure is somewhat different. Back in the heyday of candy bars, the 1920s, get-together sessions were held by salesmen of companies, often at bars after hours. That's when numerous beers were downed in brainstorming sessions. It was at just such a session that a Léaf Inc. salesman is supposed to have come up with the name for a product to be put on the production line soon. It seems, according to the story, that the salesman saw a very well endowed young lady strolling into the bar, prompting him to remark, "Wow, look at the Whoppers on that one!"

Even today salesmen and workers come up with candy names. A story in USA Today, July 10, 1987, was about Willy Wonka Brands and how the workers, twice a year, hold meetings to come up with new names for products. Nerds, Runts, and Gob Stoppers are successful products named in such sessions.

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Active membership requires an annual fee of $15.00. Active members receive four quarterly issues of Candy Bar Gazebo, and are entitled to any offers extended by that publication.

Back issues of Candy Bar Gazebo, if not out of print, are available at $4.50 each.

All correspondence should be sent to: Ray Broekel, Six Edge St., Ipswich, Massachusetts 01938.

EDITORIAL

by Ray Broekel

CANDY BAR TIMELINE

The term candy bar is pretty much a generic term today as it encompasses varied shapes and kinds of packaging. The word bar now generally applies to any product sold in the candy section of a store that is packaged in a container or wrapper selling in the general price range of 40-50¢.

When the Hershey bar first came on the market it was called a Cake instead of a bar. Since cocoa was pressed out in the form of a round cake in the chocolate making process, that's why that term was first used. But because the candy bar was in a bar shape that term gradually took over. The oval shape is used by some bar makers today, but the generic term bar still applies in the marketplace.

1894 - It was in Lancaster, Pennsylvania, that Milton S. Hershey came out with his first machine-made milk chocolate and milk chocolate with almonds. Sales were slow to begin with, and it wasn't until the turn of the century that sales picked up.

1905 - The candy bar that started the American love affair with the peanut, Squirrel Brand Peanut Bar, first appeared in Cambridge, Massachusetts. Perley Gerrish introduced it first as a 1¢ peanut bar before coming out with a 5¢ version. The bar is no longer being made today. It was a kind of peanut brittle bar.

early 1900s -George Ziegler combined peanuts with milk chocolate. The George Ziegler Candy Company of Milwaukee, Wisconsin, first produced its bar in block form and it was cut by the dealer for the individual customer; the bar was later issued as an individually wrapped 5¢ bar named Fox Trot. It was renamed the Giant Bar in 1911, but now gon

early 1900s -The Cherry Chase, a ¼ pound of chopped peanuts and chocolate with a center of cherry fondant, was made by the Chase Candy Company, St. Joseph, Missouri. It is claimed to be the first candy bar made west of the Mississippi. In 1916, a smaller version of this bar was manufactured as the Cherry Mash bar. It is still around today.

early 1900s -The Startup Candy Company, Provo, Utah, came out with its Fruits of Paradise bar (about 1911). It was a fruit-flavored gelatin bar in solid form. The Startup company produced a bar called Devil Dogs in the 1920s. Neither bar is around today.

1911 - The Cardinet Candy Company of Oakland, California, first produced an almond nougat bar and then Texas Tommy, a chocolate-coated marshmallow bar. The two were popular sellers in West Coast baseball parks until 1920. In that year Cardinet's Baffle Bar was first produced. None of these bars are still around today. Some of the rights to use of old Cardinet bar products are owned by the Annabelle Candy C Inc., Hayward, California.

1912 - Down in Nashville, Tennessee, the Standard Candy Company was where the action was taking place when it comes to candy bar news. Here was the scene for the early combination bar, the Goo Goo Cluster,

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a combination of peanuts, marshmallow, caramel, a touch of coconut, and enrobed in milk chocolate. Goo Goo's are still around.

1912 - Also appearing in this year was the Pearson Nut Goodie bar that came out in Minneapolis, Minnesota. This bar is still being turned out by the Pearson Candy Company now located in St. Paul.

1914 - Brown & Haley of Tacoma, Washington, produced its first candy bar and named it Mt. Tacoma. But since the folks in Seattle didn't cotton to that name it was soon changed around to Mountain Bar. Mountain Bars are still available in numerous Western and Mountain States.

1914 - One of the early giants of the candy business was Bunte Bros. of Chicago. One of the more famous of candy bars, the Bunte Tangos bar, was around for a number of years, but is no longer being made today.

1917 - Pittsburgh was the scene for the arrival of the first Clark bar. D.L. Clark Company was the manufacturer. The bar is still being produced by the Leaf, Inc. company of Chicago.

1918 - Otto Schnering of the Curtiss Candy Company of Chicago turned out his first Baby Ruth bar in late 1918 or early 1919. It received a trademark in 1920. The bar is now being produced by RJR Nabisco.

1919 - Peter Paul Halajian's first effort to turn out a candy bar wasn't too successful. That was the Konabar that came out in this year, and soon left the scene. The much more successful Mounds bar didn't appear on the scene until 1922. That bar is now produced by Cadbury, U.S.A.

1920 - The twenties saw thousands of different bars being produced. One that first saw light of day in 1920 was the Sweet Sixteen bar put out by the Holloway Candy Company of Chicago. That bar, nor the company, are still around. The other bar was the Oh Henry! bar produced by the Williamson Candy Company of Chicago. That bar was first made in 1920 but had a trademark for the year 1921. The Oh Henry! bar is now being turned out by Nestlé.

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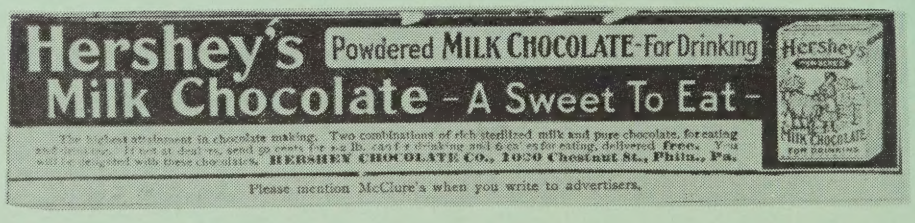
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Milk Chocolate - A Sweet To Eat -
HERSHEY CHOCOLATE CO., 1020 Chestnut St., Phila., Pa.
Please mention McClure's when you write to advertisers.

UPDATE ON JAPANESE KASHI

The Japanese Kashi industry contains all sweet food products eaten as snacks - this includes candy and chocolate items, chewing gum, cookies, crackers, small cake snacks, and other snack items.

The D.F. Stauffer Biscuit Company is the oldest family owned biscuit cookie manufacturer in continuous operation in the United States. It was started back in 1871. David Stauffer, the son of a Mennonite minister, took over the cake and cracker business that had been founded back in 1858 by Jacob Weiser. When Stauffer entered his new venture, five barrels of cracker were considered a good volume of production per day. The delivery of the crackers was by wheelbarrow, often by Stauffer himself.

Meiji Seika Co., Ltd., is the leading confectionery/snack/biscuit manufacturer in Japan. Meiji was established in 1916. It maintains the largest share of the market of chocolate products in Japan. In 1972 it made a licensing agreement with Suchard of Switzerland to market the latter's chocolate products in Japan. And in 1973 it established a joint venture company in Japan with United Biscuit Co. of the United Kingdom to manufacture various United Biscuit items in Japan. And United Biscuit acquired a license to manufacture Choc Dips (the earlier name for Skinny Dippers) in the United Kingdom.

Stauffer-Meiji, Inc. became a joint venture between Stauffer Biscuit Co. and Meiji-Seika Kaisha Ltd. of Japan and was formed in 1985. And soon a new plant was opened in 1986 and has become the first successful venture into the confectionery trade in the United States by a Japanese firm. The items presently manufactures, Slim Stix, and Skinny Dippers,are attuned to the market in the U.S., and are tasty items suited to the marketplace. The plant is located in York, Pennsylvania.

Lotte Company, LTD, started its business in 1948 in Japan as a chewing gum manufacturer. It entered the chocolate business in 1964, and began manufacturing other candy items in 1969. Lotte also operates a fast food chain, Lotteria, in Japan and Korea. Lotte established itself in the U.S.market by building its own plant in Michigan for the manufacture of chewing gum.

Exaki Glico Co., Ltd., was established in 1919 in Japan and has such items as a almond chocolate bar and Pocky, a chocolate covered stick type cookie. It has a subsidiary company in Thailand called Thai Glico Co. This subsidiary has an agreement with General Biscuit of France to manufacture a chocolate covered stick type cookie under the Mikado brand label.

Fuijiya Company Ltd., began in 1910. In 1935 it started the production of candy and chocolate items, selling its brand through its own retail shops. In 1952, Milky, a milk-based candy, became successful. Fujiya has license agreements with Hershey of the U.S. and Rowntree McKintosh of England to market their products in Japan, both imported and manufactured locally. Rowntree's Kit Kat, locally manufactured, is showing sales gains in Japan.

Kanebo Foods Co., Ltd., of Japan, imports a line of Bahlsen's products for sale in Japan. And Yamazaki Nabisco Co., Ltd., was established in 1970 by Yamazaki Bakery Co. and Nabisco Brands of the United States. So far such products as Ritz crackers are made.

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Update on Japanese Kashi (concluded)

Meiji Seika has several new bars on the market in Japan as mentioned in The Manufacturing Confectioner, January, 1988. One is a new whipped chocolate product and one is called Macadamia Nut Ball. Hippari Takole also has several new introductions,among them being Game Fighter.

And Morinaga has numerous new bars, one being a Whip and Nut bar. Lotte, too, has numerous new entries, one being an Almond Nougat Bar. Another is called Choco Soft, and then there's the Chocolat Mochi bar.

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LETTERS AND SUCH

Donna Dombrowski, Roseville, Michigan, wrote that she had a super Christmas last year as she had an original Old Nick candy bar wrapper to show to her friend, Nick. That made Nick's day as the Old Nick bar was his favorite over the years!

Frank Fiore, Hollidaysburg, Pennsylvania, sent along a clipping from the National Enquirer in which a chart showed America's favorite candy bars according to a poll by R.H.Bruskin Associates. Snickers was #1 followed in order by Hershey Bar, Milky Way, 3 Musketeers, Butterfinger, Baby Ruth, and Mars Bar. Frank also sent along a clipping from the Altoona Mirror. In the December 1, 1987, issue the paper reported that Brachs was leaving Tyrone, Pennsylvania. The Brach company originally purchased the Gardners Candy Company in 1985. Then, new owners, Jacobs/Suchard/Brach said the Tyrone plant would shut down before February 5, 1988. About 600 workers would be out of a job, and the Meltaway Bar, a local favorite, would no longer be made locally. Prospective clients for the plant are presently being lined up.

Kyle Nagurny, Harrisburg, Pennsylvania, reports that she is now working as a freelance Home and Food Consultant. Kyle was the author of the piece on American Candy Bar Advertising that ran in the last issue of Gazebo.

Dale Anderson, Chicago, sent along a recent article from Chicago magazine on the candy business in Chicago. Chicago was historically significant in the candy business and is still a force in present-day operations.

Well-known movie and TV star, Arte Johnson, Los Angeles, California, sent along a picture of himself when he played the role of Tyrone F. Horneigh, the dirty old man,on the Laugh In TV program in the late 1960s and early 1970s. The inscription on the photo reads, "Walnettos are all I dream about -- unless you have a Powerhouse." In his letter Arte goes on to say he has two cartons of Walnettos stashed away, but says they probably are bricks by now. But with Walnettos to go back into production soon, he'll be able to get fresh ones with which to taunt the old maid played by Ruth Buzzi on Laugh In. (But, sorry, Arte, the PowerHouse bar is no longer in production. Maybe it'll make a comeback one of these days.)

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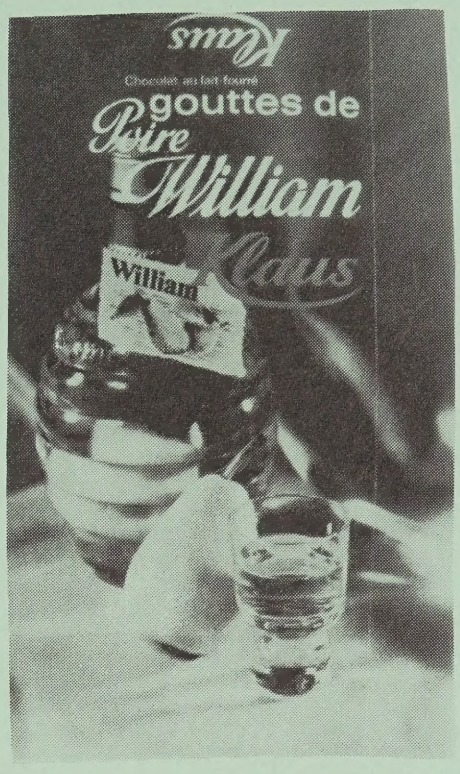
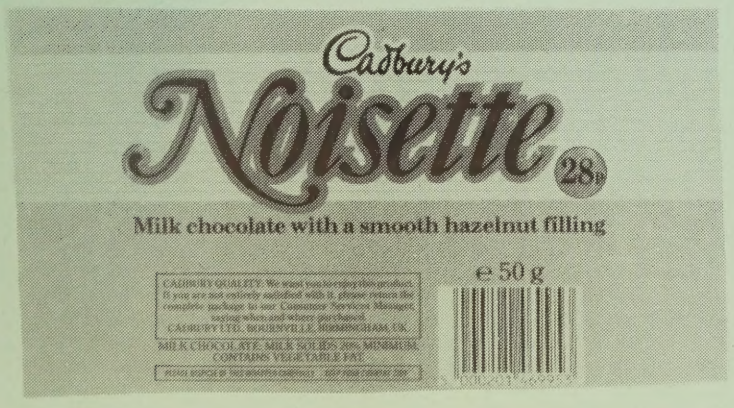
Stanislav Kramsky, Prague, Czechoslovakia, reports that travel restrictions are getting a bit difficult in his country. He sent along a French wrapper made by Chocolate Klaus S.A., of Morteau, France. The wrapper is for the gouttes de Poire William milk chocolate bar, and the wrapper is considered to be one of the more artistic wrappers in Europe.



Harry Levene, London, England, sent along various wrappers, one of them being St. Michael's Tresella, a ground almond and whole hazelnut center sandwiched between Swiss milk chocolate. The bar is made in Switzerland, and Levene thinks Frey probably made it. Levene thinks there isn't a better chocolate on the world market than Frey. And the Tresella bar is perhaps one of the best nut type chocolate bars he has ever tasted.

Another wrapper sent by Levene was the Peppermint Aero bar made by Rowntree Mackintosh for sale in England. Also sent was the Cadbury Noisette (milk chocolate with smooth hazelnut filling) bar. And from Italy he sent along several Streglio bars, one of them being a milk chocolate bar.

Ed Curtis, Winona, Minnesota, writes that in a year or so he's going to write an article on his candy wrapper collection. Ed reports he has quite a collection dating back to the 1930s.



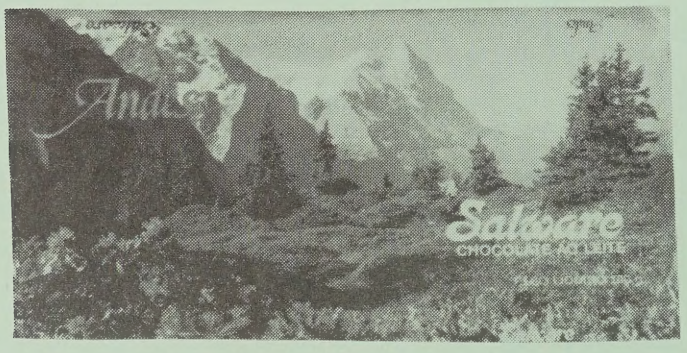
HEADING FOR ANTARCTICA

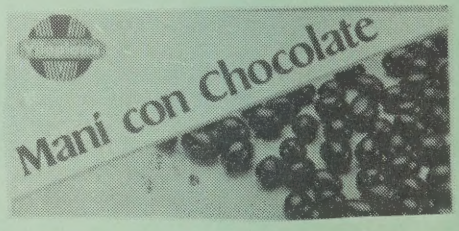
Marion and David Frost, Ipswich, Massachusetts, took a trip early in the year to Antarctica, making stops along the way to sample chocolate and candy bars. The Andes chocolate bar was purchased in a stop made in Brazil, and was considered to be the best of the chocolate bars sampled on the trip. The bar is made by Fabrica de Chocolate Salware Ltda., Industria Brazileira.

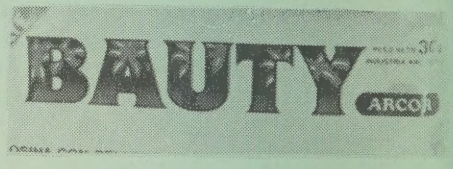
A stop in Argentina provided most of the bars sampled. Argentinian chocolate isn't as tasty as are European or American brands. The Aguila white chocolate bar didn't have the richness of the cocoa butter coming through. The Arcor milk chocolate bar was more on the sugary than chocolate side, and the Bonafide dark chocolate bar was fairly good as far as dark chocolate goes. The Noel Aero bar was quite good, made by Noel CIA, S.A., in Buenos Aires. This bar is probably made under license from Rowntree Mackintosh of Great Britain

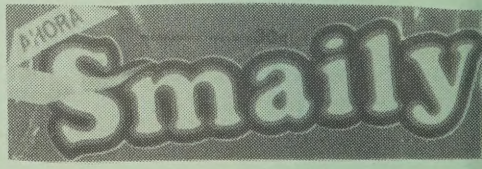
Vilaplana Mani con Chocolate, chocolate-covered peanuts, were made by de Vilaplana Cia. S.C.A of Argentina. And Arcor S.A.I.C. of Argentina made the Bauty Bar and the Crispy with cereal bar. The Bauty bar is coconut with milk chocolate. The Crispy bar has dark chocolate with crisped rice. Also from Arcor was the Milk Chocolate Bar made with ground-up peanuts and the Smaily bar, a caramel nougat bar covered with chocolate - that proved to be a pretty good candy bar!

The trip was great. The next trip the Frost's are going to take will be to Nepal and Tibet, not the world's best places for gourmet candy, but fun places to explore!









BARS, BARS, BARS, BARS

Button candy is alive and well. It can be purchased under generic company names such as Brooks and VCS (Northeast Drug Store chains) Button Candy is made up of dots of sugary colored candy on paper. Remember them as a kid?

Also still alive are Sweethearts candy with Valentine's sayings on them such as "My Love," "Cool Man," etc. Sweethearts are put out by Howard B. Stark Co., Pewaukee, Wisconsin. Conversation hearts are another name for them.

Joing the Jordan Almonds scene is the La Pone brand manufactured by Kings Candy Company, Inc., Elmwood Park, New Jersey.

Chabert & Guillot of Montelimar, France, again has products on the U.S. market. This time the action is with a 20¢ change maker item called Nougat, covered with chocolate. This is a fine product. The company was previously in the U.S. with its plain nougat bar.

Jaret International Inc., Brooklyn, NY, is marketing the Delfa Roll, strawberry flavor, made for Jaret in Denmark.

Ferrara Pan Cancy Co., Forest Park, Illinois, has two 10¢ items zeroing in on the sour taste crowd, Johnny Apple Treats, and Mr. Melon. Both are good buys if you like the sour taste experience. (Kids do.)

Godiva has introduced a line of cocoa butter bars under the name of white chocolate. And Barat has come out with a tofu chocolate bar. These two items were reported recently in Chocolatier magazine.

New from Nabisco is Bonkers chewy chocolate candy. It's good if you like the chewy kind.

And Whitman's now has out a Meltaway strawberry-flavored bar. Also out is an all natural milk chocolate bar with a wrapper different from the wrapper on another Whitman chocolate bar. It's a fine-tasting chocolate, 2 for $1.00.

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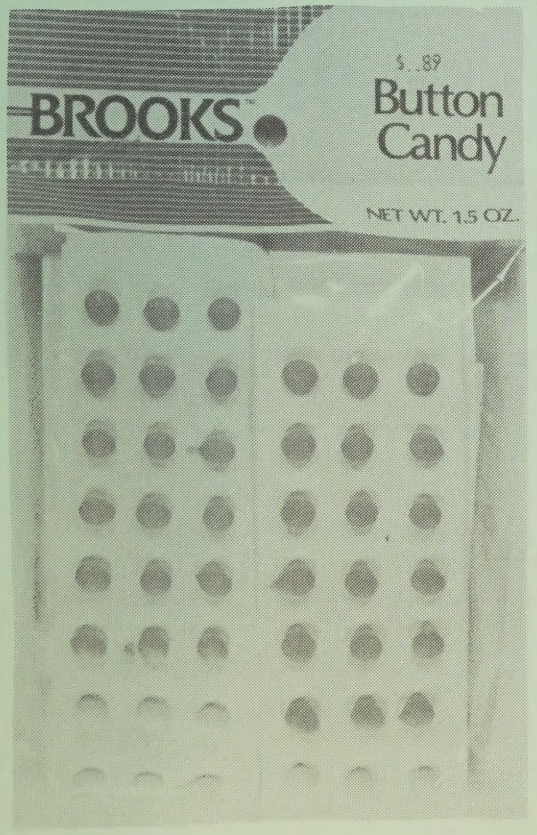
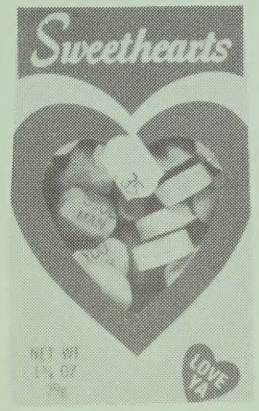
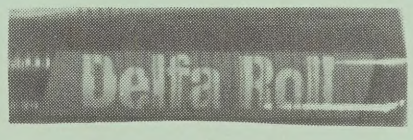
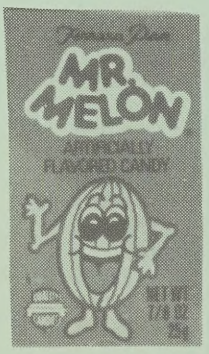
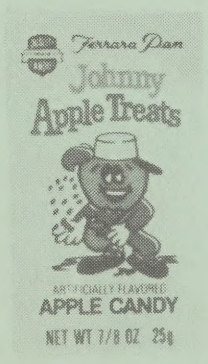








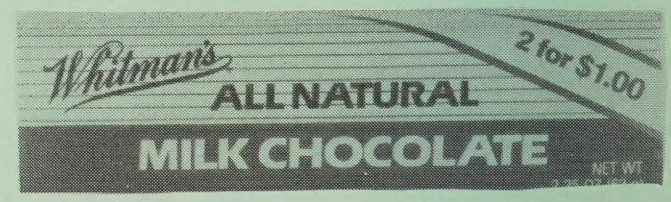


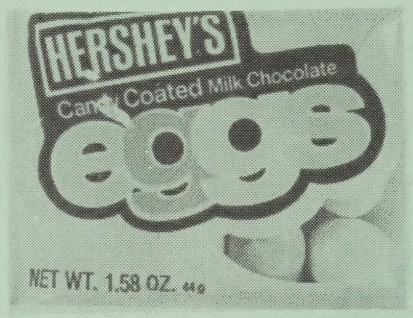
BARS, BARS, BARS, BARS, (concluded)

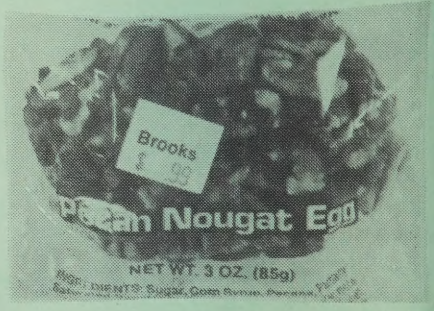
By far the best candy bar produced in many a year in the United States is the Valomilk bar that has been reintroduced in Kansas City. The bar is basically sold in the Kansas City area because this bar with the "flowing center" doesn't ship well. It is made by Sifers and is a delightful candy creation, smmoth-tasting and scrumptious. Two candy cups are in each wrapper and the weight is listed as 2 ounces. If you ever are in the Kansas City area by all means get some Valomilk bars to take home and treat your family and friends. Glad that Russ Sifers, grandson of the founder of Sifers, is now making the bar again with the Russel Sifers Candy Company of Kansas City, Missouri. (For a full report of how the Valomilk bar came into being see the Spring, 1986, issue of Candy Bar Gazebo.)

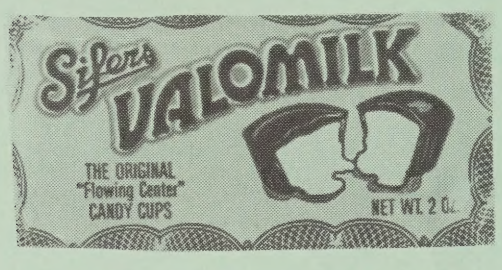
Hershey's new item is Candy Coated Milk Chocolate Eggs for Easter. The candy coating melts easily and has a really nice taste. And Life Savers has come out with a new product, Fruit Juicers, a hard roll candy with 10% realfruit juice. One of the juices is pineapple.

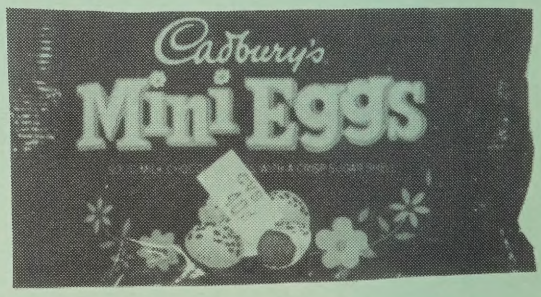
Out for Easter also were the delicious Chocolate House Pecan Nougat Egg, and Leaf's Robin Eggs, Cadbury's Mini Eggs, Palmer (R.M.Palmer Co., West Redding, PA) Peanut Buddy, and Sunline Sweetarts Chicks, Ducks, and Bunnies. All these items were quite good.











SWEET NEWS

The United States Joint Chiefs of Staff meet in Washington, D.C., in a room unofficially known as the Gold Room. The nation's senior military leaders meet in this room three times a week to wrestle with national security problems. Each place is supplied with pad, pencils, paper clips, and small bowls of assorted candies. Military personnel have been prodigious eaters of candy, and candy consumption is directly proportional to the length and intensity of the deliberations. Some of the candies included in the bowls are lemon drops, chocolate kisses, and peppermint patties.

Vanilla, outside of its natural habitat of South America, has been known for only about 400 years when Hernan Cortes first observed the Aztecs flavoring chocolate beverages with tlilxochitl, or ground vanilla pods. Once introduced to Europe, vanilla became prized as an aphrodisiac.

According to a recent article in the Boston Herald, those tiny silver balls used as decorations on cookies and cakes really aren't candy. And the USDA even says they aren't edible. Called draggie, they are no more edible than are the silver leaves and plastic bells and other items used as decorations on bakery products.

A report in Candy Industry said that Jacobs/Suchard/Brach, Inc. executives from Europe are being brought in to head Brach operations in Chicago. The Melrose Park, Illinois, Brach plant will close as will the Tyrone, Pennsylvania plant. The Melrose operations will be consolidated with the Brach plant in Chicago, and Meltaway bars will be manufactured in Delavan, Wisconsin at the Andes Candies plant.

The February, 1988, issue of Boston magazine carried the following tidbit - "A 20ounce Velvet Heart Box from Godiva Chocolatier: $58.00." That means you are paying around $40 for the box and packaging alone!

The Halloween Safety Campaign sponsored by the National Confectioners Association, Chocolate Manufacturers Association, National Candy Wholesalers Association, and the Retail Confectioners International, featured Garfield, the comic strip character, to promote Halloween safety messages in over 1,100 newspapers cross country the past Halloween season.

Herman Goelitz, Inc., has a bookmark out that illustrates in color the forty flavors of Jelly Belly jelly beans the company makes. The bookmark was a great idea and a mouth-watering one when reading!

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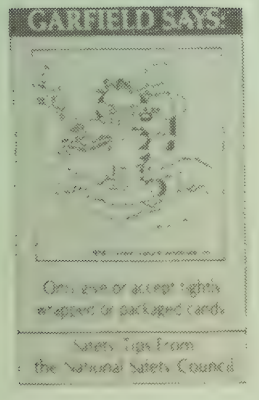
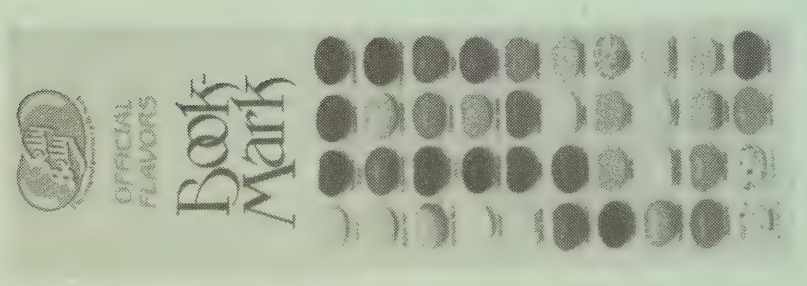
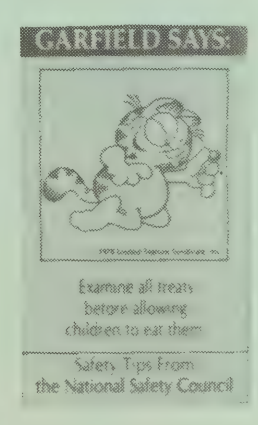






Hershey Kisses turned 80 last year. Kisses first appeared in 1907. The name came from the puckering action performed by a device that deposited melted chocolate on a conveyor belt during the production process. Kisses were hand-wrapped until the 1920s when wrapping by machine took over. The identification plume was added in 1921. Today about 25 million Kisses are turned out each day.

Kit Kat first made in England by Rowntree in 1937, is manufactured in the U.S. under license by Hershey. So Kit Kat turned 50 last year.

In the January issue of Environmental Nutrition, an article reported that natural snacks are, for the most part, comparable in calories to candy bars. But, in some instances, the "healthy snacks" compared unfavorably. For example, the Natural Wonders candy, cocoa-carob candy was compared to M&M Peanuts, chocolate-coated -- the Natural Wonders candy, at twice the price, also had twice the number of calories and fat. The conclusion reached by the article -- on the whole, "Natural snacks" are not nutritionally superior."

U.S.Industrial Outlook 1988 - Food, said that a line of Israeli chocolate bars made with cream,a more costly ingredient than the milk normally used, was introduced on the East Coast in late 1987, but failed to make appreciable headway, even though priced at retail below other imports and almost competitively with U.S. made chocolate bars.

Cadbury Schwepps sold its Canadian Cadbury division to the Canadian candy maker Neilson.

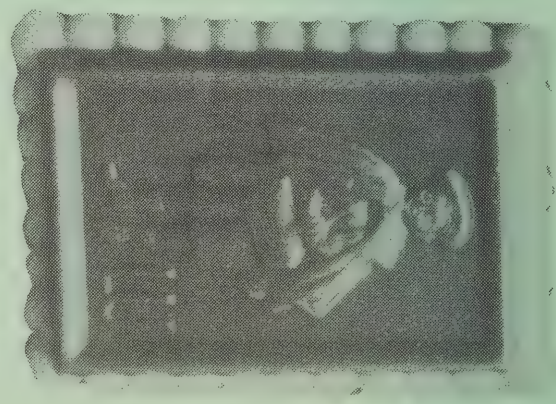
A recent issue of Candy Industry reported that Midal SA of France excluded Fanny Farmer of the U.S. from its sale of Chocolate Poulain to Cadbury Schweppes PLC of Great Britain.

Rowntree of Great Britian will sell Tom's Foods, its largest U.S.asset. Tom's, which makes lots of bars, sales are basically in the South and Southwest.

Manufacturing Confectioner reports that the "World's Largest Chocolate Bar . . . Bar Non," was unwrapped and sampled at the Great American Chocolate Festival in Hershey Pennsylvania, in February. The bar was estimated to weigh between 1,700 and 1,900 pounds, with dimensions of 1.6 feet by 3 feet by 7.4 feet.

Willard Scott, "Today Show" weatherman, showed a giant calendar of the month of February made from all types of confectionery.

General Biscuits Brands, Inc., has come out with the milk chocolate Little Schoolboy cookie. It consists of milk chocolate mixed with slivers of hazelnuts on a butter biscuit.



Nidar Bergene of Norway

The Nidar Bergene Ltd. company has factories in Trondheim and Oslo, Norway. The company celebrated its 75th anniversary, dating back to 1912. The company was the combination of several others, the latest two being Bergene A/S and Hidar Chokoladefabrik A/S.

The company's 1988 catalog is in full color and features all the products handled by that company. The combination candy bar is stressed in Norway as opposed to the chocolate bar as is done in most other countries in Europe.

In addition to its own line of bars it also handles Kinder products from Ferraro of Italy, and such bars as Smarties, Big Cat, Caramello, etc. from England. A book written by Gunne Hammarstrom, gives the history of the company complete with photos that illustrate the book. One of them is of a delightful young lad eating a chocolate bar. The lad almost reminds you of the Mad Magazine character who says, "What, me worry?"

The Royal Norwegian Confectionery Company, a division of Nidar Bergene Ltd., manufactures such bars as Coconut Royale, Royalties, and Marzipan Chocolate.

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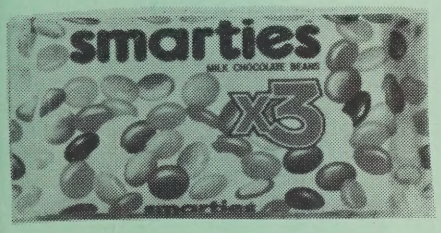

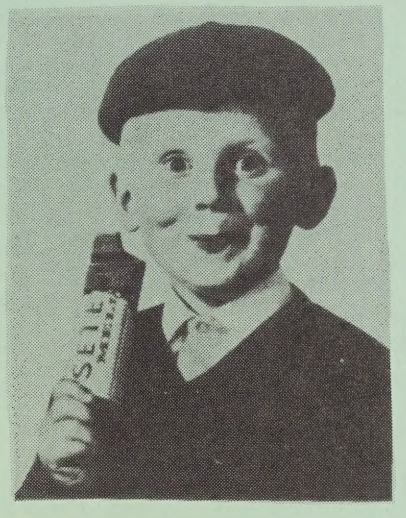

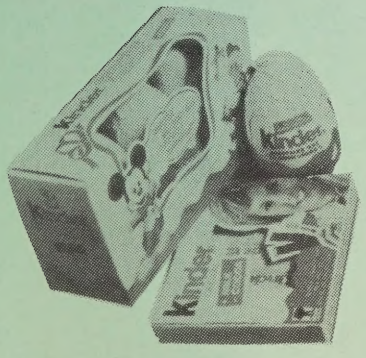

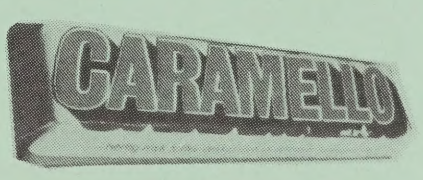

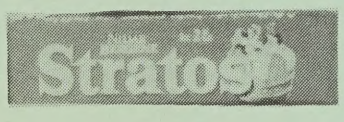

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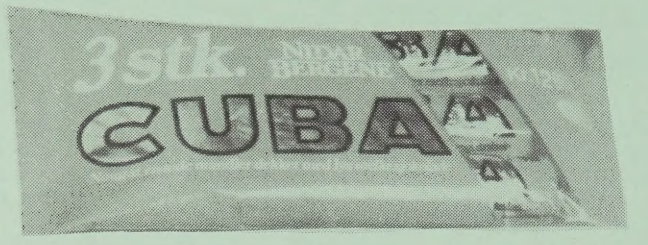
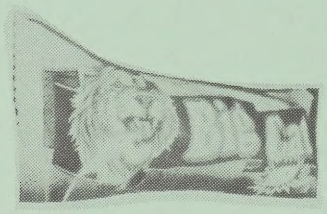
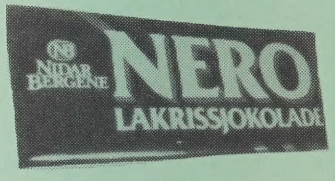
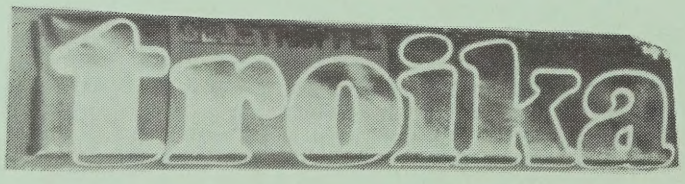








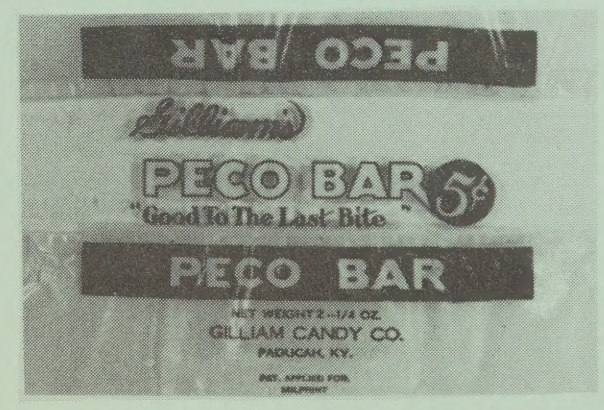
THE GILLIAM CANDY COMPANY

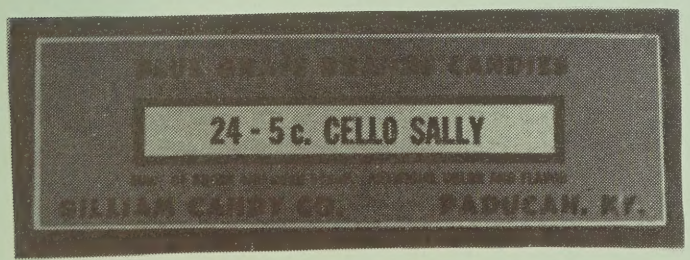
Back in 1968 a fire destroyed the records of the Gilliam Candy Company, so the following is just a short history of this company that is today making hard candies.

Started in 1927 by Cleve Gilliam, the company was located and still is, in Paducah, Kentucky. Gilliam gained his experience as a candy maker with the Sterling Candy Company of Nashville, Tennessee. He then decided to return to his native Paducah to open the Candy Kitchen. By 1928 his company was shipping by train to what were in those times, faraway places such as Evansville, Indiana, and St. Louis, Missouri.

Early candy production included candy sticks and peanut brittle. A line of candy bars was boxed and sold for a number of years under the Blue Grass label. Some of the bar items were Bacon Slice, Cat-Tails, Tummy Full, and Cello Sally. These were all 5¢ items. And during those years the candy makers made their own coloring and used coke fires to cook the candy. The Peco Bar came out in 1927, copyrighted in 1928.

The Gilliam Candy Company pretty much sells on a regional basis, which it has done ever since it first became active. The company today employs an average of 55 people and continues to be an honored employer in the Paducah area.





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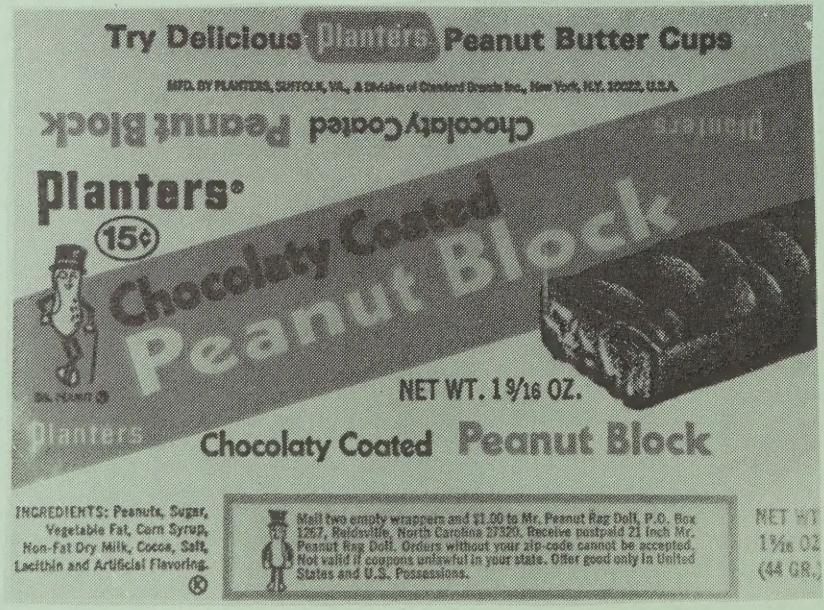
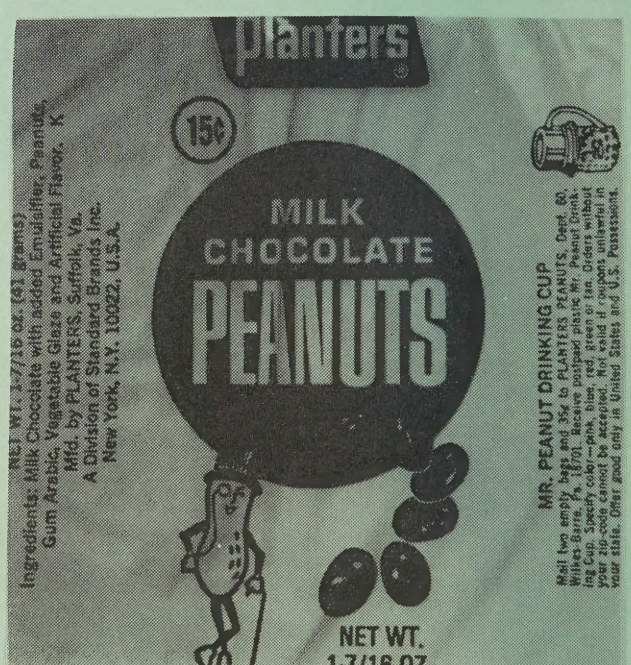
PLANTERS - THE FORMER CANDY BAR PEOPLE

For a period of time in the early 1970s, when Planters was still a division of Standard Brands, Inc., a number of candy bars were produced. Also being made at the time were lots of offers for obtaining things such as a Mr. Peanut Rag Doll and a Mr. Peanut Drinking Cup. Some of the bars were Crispy Bar, a chocolate covered crispy peanut butter bar (similar to Butterfinger), Peanut Butter Cups (similar to Reese's Peanut Butter Cups), Chocolaty Coated Peanut Block, Milk Chocolate Covered Peanuts, and Peanut Roll (a nut roll similar to Baby Ruth). The bars were withdrawn from the market when it was decided by company officials to simply concentrate on straight peanut bars. (Wrapper photos courtesy of Milprint of Milwaukee.)


Try Delicious Planters Peanut Butter Cups
MFD. BY PLANTERS, SUFFOLK, VA., A Division of Standard Brands Inc., New York, N.Y. 10022, U.S.A.
Chocolaty Coated Peanut Block
Planters
15¢
Chocolaty Coated
Peanut Block
NET WT. 1 9/16 OZ.
Chocolaty Coated Peanut Block
INGREDIENTS: Peanuts, Sugar, Vegetable Fat, Corn Syrup, Non-Fat Dry Milk, Cocoa, Salt, Lecithin and Artificial Flavoring.
Mail two empty wrappers and $1.00 to Mr. Peanut Rag Doll, P.O. Box 1267, Reidsville, North Carolina 27320. Receive postpaid 21 inch Mr. Peanut Rag Doll. Orders without your zip-code cannot be accepted. Not valid if coupons unlawful in your state. Offer good only in United States and U.S. Possessions.


Planters
15¢
MILK CHOCOLATE
PEANUTS
NET WT. 1-7/16 OZ.
Ingredients: Milk Chocolate with added Emulsifier, Peanuts, Gum Arabic, Vegetable Glaze and Artificial Flavor. K
Mfd. by PLANTERS, Suffolk, Va.
A Division of Standard Brands Inc.
New York, N.Y. 10022, U.S.A.
MR. PEANUT DRINKING CUP
Mail two empty bags and 35¢ to PLANTERS PEANUTS, Dept. 80, Wilkes Barre, Pa. 18701. Receive postpaid plastic Mr. Peanut Drinking Cup. Specify color—pink, blue, red, green or tan. Orders without your zip-code cannot be accepted. Not valid if coupon unlawful in your state. Offer good only in United States and U.S. Possessions.